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BIG CONTAINERS FOR SMALL CONTENTS

Most practical housewives know how to use a measuring cup and spoon in cooking. They would not think of making a cake "by guess and by gosh," but use exact measures in following a recipe.

When it comes to shopping for the cooking ingredients they need, however, _____, _____, _____,
(Name) (Title) (Institution)
says many women are far less careful to see that they get exact measures. They are often guided more by the appearance of the package than by the label statement telling how much the package contains.

Most manufacturers of foods, drugs, and cosmetics put their products on the market in well-filled, honest containers. But it happens that there are always a few other manufacturers competing for the housewife's trade, who will try tricks to catch her eye and swell their sales. For example, they will put a little tube of toothpaste in a big carton, or a thimbleful of deodorant in a thick-walled opal jar with a broad base and recessed bottom, or half a pound of candy in a pound size box with a false bottom.

The new Food, Drug, and Cosmetics Act has a special clause in it to protect the public from such deceptive containers. This section says: "A food shall be deemed to be misbranded if its container is so made, formed, or filled, as to be misleading."

_____ thinks that women can train themselves to read
(Name)
the labels on every packaged food, drug, and cosmetic they buy, and see what quantity of material they are really getting. If they read labels as attentively as they read and use recipes, they may discover some very misleading containers. And the Food and Drug Administration will welcome any reports of such containers, so that inspectors can pick up samples and enable the proper officials to take action in the Federal courts.

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